

## Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

-----210640Z 107768 /15

R 201806Z MAY 77

FM AMEMBASSY ASUNCION

TO SECSTATE WASHDC 0171

UNCLAS ASUNCION 2066

E.O. 11652: N/A

TAGS: BEXP, PA

SUBJ: ADS REQUEST FOR ECOA INTERNATIONAL, INC., HIALEAH, FL.

REF: COMMERCE CD-144, MARCH 2, 1977

THE FOLLOWING FIRM HAS BEEN CONTACTED AND HAS EXPRESSED AN INTEREST IN REPRESENTING ECOA INTERNATIONAL AS COMMISSION SALES AGENT.

1. Z.J. MELAMED S.R.L.

CASILLA POSTAL 676

CALLE CHILE 482

ASUNCION, PARAGUAY

CONTACT: MR. ZIVOTA J. MELAMED, PARTNER-MANAGER

PHONE: 91271

COMMENT: MR. MELAMED STATED THAT ALTHOUGH NEIGHBORING ARGENTINA AND BRAZIL PRODUCE SOME OF THE SAME PRODUCTS, AND THAT PARAGUAY ALSO WAS BEGINNING VERY SMALL SCALE PRODUCTION, THE POSSIBILITY EXISTS OF SELLING ECOA LINES TO A SELECTED GROUP OF INDUSTRIAL CONCERNS AND BUSINESS FIRMS WHICH PREFER BETTER QUALITY PRODUCTS, ALBEIT AT A HIGHER PRICE. MELAMED CONFIRMED THE OPINION GIVEN BY SEVERAL PARAGUAYAN FIRMS INTERVIEWED FOR THIS ADS (ALL OF WHICH DECLINED TO HANDLE ECOA LINES, BASICALLY BECAUSE OF THE SMALLNESS OF THE MARKET, COMPETITION

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FROM ARGENTINA AND BRAZIL, AND FASTER DELIVERIES FROM THESE TWO COUNTRIES) THAT ECOA'S LINES COULD BE ONLY HANDLED BY A COMMISSION SALES AGENT AND NOT A DISTRIBUTOR. MELAMED AND OTHER LOCAL FIRMS CONCURRED IN BELIVING POTENTIAL SALES WOULD BE THROUGH GOVERNMENT TENDERS AND, ASSTATED, SALES TO MAJOR LOCAL BUSINESS FIRMS AND INDUSTRIES WHICH REQUIRE BETTER QUALITY

PRODUCTS.

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009